

KAI DRESDEN

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Portfolio: kaidresden.com

EDUCATION

Bachelor's Degree in Marketing

Western Michigan University | Kalamazoo, MI

Activities: Golf Club; Ski and Board Club

Expected December 2027

PROFESSIONAL EXPERIENCE

Photographer and Graphic Designer

Self-Employed | Kalamazoo, MI

March 2023 to Present

- Create custom photography, videography, and graphic design work for independent clients and growing brands.
- Manage the client process from initial consultation and scheduling through production, editing, final delivery, and payment collection.

Social Media Manager

Sinthetic | Kalamazoo, MI

November 2021 to Present

- Manage Instagram content for Sinthetic and Cody Tarantino by planning, filming, photographing, and editing short-form and long-form content.
- Support multiple product launches and promotional campaigns through product photography, branded content, and social media promotion.
- Assist with website improvements and represent the brand at venue events through merchandise sales and professional networking.
- Train new employees on packaging and shipping procedures to support accurate order fulfillment.

Digital Content Creator

Northern Michigan University | Marquette, MI

August 2025 to May 2026

- Created and edited engaging photo and video content for the university's digital platforms.
- Promoted campus events, student life, and university initiatives through audience-focused visual storytelling.

CAREER HIGHLIGHTS

- Designed a complete branded product collection for BUCKIN OUTFITTERS, creating a cohesive visual direction across the collection.
- Produced more than 100 logos and graphics for ski brands, outdoor brands, content creators, and other independent clients.
- Supported multiple product releases and promotional campaigns for Cody Tarantino Studios and Sinthetic through visual content and social media promotion.
- Created original content and managed social media for a fashion boutique.
- Hosted three automotive events and helped create engaging in-person brand experiences.

CORE SKILLS

Social Media Management • Photography	Graphic Design • Campaign Support	Adobe Photoshop • Adobe Lightroom	Adobe InDesign • Web Design
Content Creation • Videography	Brand Identity • Client Communication	Adobe Illustrator	Procreate